

Revolutionary Lisa Debuts in the Office Market

Finally.

After years of development and months of speculation by the computer industry and the business world alike, the wraps are off.

The system has at last arrived for that potential corporate client needing the efficiency only a personal computer can give, and wanting to get right down to business: Lisa.

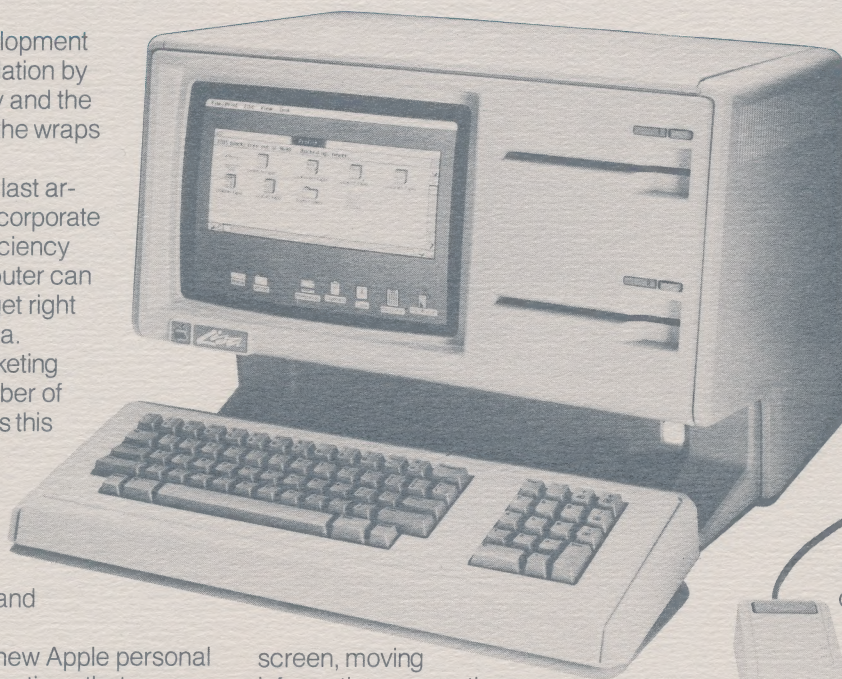
Scheduled for marketing through a limited number of authorized dealerships this spring (see "On Lisa Distribution", page 2), Lisa will have immediate appeal for medium and large company managers and professionals.

This revolutionary new Apple personal computer provides functions that cover the spectrum of office applications, from word processing to project scheduling. The *real* revolution, though, is that Lisa works the way people do, instead of vice versa.

Just as we would handle several projects at a time at our desks, Lisa can accommodate multiple projects on its

screen, moving information among those projects easily and instantaneously.

How? Each application is part of a "Local Integrated Software Architecture" (hence the acronym Lisa), which allows the applications to "talk" to each other and allows the user to "cut and paste" the information from one document to another.



Procedures to operate Lisa are dramatically uncomplicated. On the screen, pictures of familiar office objects—file folders, a clipboard, a wastebasket, a calculator, and such—represent tasks you can perform on Lisa. You control the system with a palm-size device called a "mouse." When you move the mouse with your hand, you control a pointer on the screen. Press the mouse button to "select" the object or function and Lisa does the rest, with incredible speed and simplicity—and without any rigid computer commands or computer language.

Result? A system that a person can learn to use in a scant half hour—important to the office professionals and managers who make up Lisa's target market.

Lisa can offer corporate clients valuable business options because it can emulate mainframe and minicomputer terminals. It can also utilize commercial

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Apple's the Tax Break Your Customer Needs

Itemization, tax shelters, 1040's, deductions. Gross income, adjusted gross income, April 15th, IRS! Frantic scrambling through piles and piles of old records, sorting receipts and listing deductibles...

It's tax time, that time of year when facts, figures, and headaches are a part of every taxpayer's life.

To say it's a time of tension and anxiety is an understatement. Whether paying Uncle or tapping him for a return, most of us wish there was a more efficient way to handle the whole procedure.

Is there a bright spot in all this gloom and doom? Yes. *You*, the Apple personal

computers you have to sell, and the many excellent tax software packages on the market today—the perfect exemption from a slow selling season.

There are two basic types of tax software: tax planning programs and tax preparation programs. Either type should go over big right about now.

Tax planning packages range from those oriented toward data base format, with lists of information and sorting capabilities, to those that actually allow your customer to play "What if?" with tax figures and income.

On the other hand, tax preparation

software does the actual work. It allows your customer to complete tax returns with little knowledge of taxes or computer programming.

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Apple Scores BIG in the Corporate Marketplace

The microcomputer is fast finding its way into the hearts, minds, and offices of an increasingly larger share of the corporate marketplace. Guess which brand has been cited as the most popular in the market?

According to *Datamation*, the monthly magazine for MIS and DP executives, it's Apple—cited as the system of choice three to one over any other manufacturer in corporations using microcomputers.

Survey results on the small computer market in *Datamation's* November issue showed more than 30 percent of planned computer purchases for 1983 to be Apple personal computers, with IBM following at only 18 percent.

The survey said that although 75 percent of the companies responding had IBM mainframes, Apple was named as the most popular personal computer in the office in more than 70 percent of the cases.

Apple also maintained a strong penetration in DEC minicomputer sites, even though DEC and IBM have both announced competitive systems.

According to *Datamation*, minicomputer sales are slowing from the rapid pace of the seventies. "The traditional mini will suffer the most as the personal computer and other micro-based systems steal away new installations and erode existing ones," the article read.

Interest in personal computers, *Datamation* found, is proportional to a company's size. For example, only about 20 percent of the responding companies earning \$50 million or less in annual sales indicated they planned to emphasize personal computers for future systems applications.

However, nearly a third of the corporations earning \$500 million or more—the Fortune 500 companies—said they favor personal computer use.

Datamation said that in all organizations surveyed, the rapid growth of personal computers was driven by organizational use rather than personal use. Nearly 90 percent of the systems planned for future purchase will be for organizational use as well.

The highest number of respondents using personal computers were in the areas of manufacturing, government, insurance, and education. More than 40 percent of the total installations within these companies support personal computers as terminals on a mainframe.

The magazine indicated that personal

computers would continue to come on strongest in the office marketplace.

Companies involved in education, insurance, and business services would be among the prime candidates to move from mini-based systems to personal computers in the coming year.

Though IBM personal computers were purchased on a centralized basis, the survey found that the independent computer store continues to be the most frequently cited channel of distribution to users.

Dealers supporting Apple's efforts in the corporate marketplace were instrumental in making Apple the system of choice among the largest corporate users in the country. It's obvious, though, that there's *more* work in store.

Hats off to you, and roll up your shirtsleeves—your work has just begun.

John Zeisler



Revolutionary Lisa

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networks and virtually any other large computer systems. Lisa systems can even be linked to each other, or to other Apple systems, with AppleNet, Apple's low-cost local area network.

The system offers the convenience of compatibility with many peripheral devices, including telephone modems and Apple's new Dot Matrix and Daisy Wheel printers.

Moreover, Lisa's two built-in floppy-disk drives provide 1.7 megabytes of formatted storage. That capacity can be boosted with the addition of five-megabyte ProFile™ hard-disk drives.

A 12-inch monitor, the two disk drives, a detachable keyboard, and the mouse are integral parts of the system. Lisa also includes one five-megabyte ProFile and six software applications: LisaWrite, LisaCalc, LisaGraph, LisaDraw, LisaList, and LisaProject.

For all Lisa's efficiency, simplicity, and convenience in performance, it's priced like many conventional personal computers.

You're sure to agree that this system is a true revolution in computer technology. Forward-thinking corporations that value quality and efficiency will welcome Lisa to the staff. 

On Lisa Distribution

Authorized Apple dealers carrying Lisa will be limited because of its unique market focus, according to Dan'l Lewin, program manager of POS sales during Lisa's development.

"After extensive research, we determined that our focus should be managers and professionals in medium and large companies within 100 major metropolitan areas," Dan'l says. "Small business will not be a marketing target at this time."

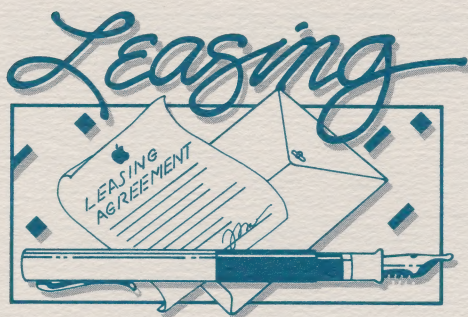
Apple research shows managers and professionals in office settings tend to approach their work in a strictly analytical and technical manner, while approaching computers in a completely *NON*-technical manner. Lisa is the "friendliest" system ever developed for regular use by this group.

Accordingly, dealers certified to carry Lisa have a demonstrated ability to serve this market, based on regional recommendations. Each such dealership must have an extensive business plan approved by Apple prior to delivery of the product line. Approximately 135 existing Apple dealers have been certified to carry Lisa.

To further ensure marketing success, Apple has arranged fast, economical service plans ranging from carry-in service at authorized dealers, to in-house programs for large firms wanting to handle their own maintenance.

"We intend to select the approximate number of fully qualified dealers necessary to meet the market demand, and see to it that they're fully trained and certified to market this revolutionary new system with maximum success," says Dan'l.

If you want information on distributing Lisa through your dealership, contact your regional marketing manager. 



Apple Leasing's Gonna Make an Expert Out of You

No doubt about it—Apple Leasing can be a boon to your business. It generates sales, improves your cash flow, and brings you satisfied customers. Now your Apple Leasing district manager has a way to turn you into an Apple leasing expert.

Using information-packed overhead projection transparencies and flip charts that make learning quick, easy, and—hold on to your hats!—even *fun*, your Apple Leasing district manager is prepared to help you learn all you need to know to use Apple Leasing as a sales aid.

The program materials are simple, straightforward, and easy to use, especially designed to teach you everything possible about leasing.

Besides teaching you the whys and wherefores of leasing, the program will teach you how to obtain the correct signatures and financial statements. These are crucial areas in leasing—a pitfall here can make all the difference in getting your leases approved for payment.

The Apple Leasing training program leaves no details unanswered. Inside sales representatives are available on the toll-free hotline to answer any additional questions you might have, and Apple district managers can assist with any complicated details.

Why become a leasing expert when all this expertise is available? Because once you're really comfortable with Apple Leasing, you don't have to involve *any* third party in your transactions. One of the best things about Apple Leasing is that it leaves you to run your own business.

If you're already getting the full benefits of the Apple Leasing program, good going. But if you're the least bit unsure of your leasing ability, or if you've never tried Apple Leasing before, call your district manager *today* to make an appointment for a fast and easy training seminar. 🍏

Here's New Help for the Hearing Impaired

Thanks to Dolores and Budd Hagen of Minnesota, Apple personal computers are bringing the benefits of communication—and computing—to deaf persons throughout the country.

The Hagens were successful in getting Apple computers qualified by American Telephone and Telegraph as a TDD (Telecommunications Device for the Deaf).

TDD's enable hearing-impaired people to use telephone lines for teletypewriting, for which AT&T gives as much as a 75 percent discount when the calls are interstate. Only traditional TDD's, which communicate in Baudot code and are limited to this one application, qualified for the discount, before the Hagen's efforts.

The Hagens, whose 13-year-old son Marc is deaf, felt that microcomputers should also be included in the TDD designation. Their quest led them to Joe Heil, head of the special services department for AT&T, and ultimately resulted in a nationwide policy change.

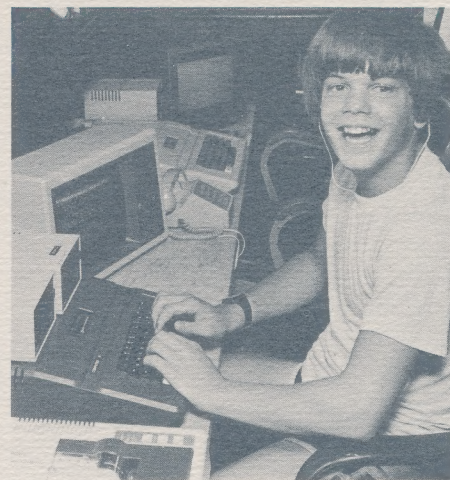
Budd and Dolores then went to AT&T's subsidiary telephone company in their home state. Northwest Bell gives hearing-impaired customers five-year, \$1200 loans at six percent interest for the purchase of TDD's. As a result of AT&T's policy change, Northwestern Bell decided to include micros in their loan program.

Interestingly enough, the Hagens did not apply for a loan; they've been "Apple-ized" for quite some time. Dolores writes educational courseware for the Apple, and she and Budd use Apple computers in publishing *Closing the Gap**, a bimonthly newspaper for the handicapped.

So why did they go through the trouble of lobbying AT&T and Northwestern Bell for policy changes? Because of a strong conviction that microcomputers have a myriad of uses that greatly benefit handicapped users, unlike traditional TDD's.

Dolores considers microcomputers the perfect educational tool, especially for the handicapped child. "It's the closest someone can get to an actual one-on-one learning experience," says Dolores. "Without it, there's no time in a handicapped child's day to explore, they're so busy playing catch-up."

Important factors in choosing a microcomputer as a TDD are its memory capacity and the number of available interface devices that are compatible with it. In addition to the computer itself, users need a modem or acoustic coupler, a storage device, and communications software.



Marc Hagen uses his Apple for telephone communication, but using Logo is his favorite recreational activity on it.

The system Marc uses for communications is an Apple II Plus with two drives, a Novation CAT II Modem, and software; ASCII Express from Southwestern Data Systems or Comm-Pac from Apple Computer, Inc. are both acceptable. His equipment can also communicate in Baudot, although the need for this will diminish as more deaf users switch over to micros.

In addition to communications, Marc uses his Apple for recreation and word processing. Programming with Logo is his favorite application.

The Hagens give workshops to special education teachers on the use of micro applications, and to retail microcomputer dealers on how to meet the needs of the handicapped customer. If you're interested in these workshops, or want additional information on applications for the handicapped, contact the Hagens at:

Closing the Gap
P.O. Box 68
Henderson, MN 56044
(612) 665-6573

If you want to know if micros qualify as TDD's in your state, contact your local phone company's service office or its telecommunications center for disabled customers, listed in the beginning of your phone book.

Dolores and Bud want a micro in the hands of every handicapped child—and so does Apple. 🍏

Jan Olson

*Because of *Closing the Gap*'s special audience, ads in it are eligible for Apple's Co-op Advertising.



Dear William,

I have a question about my Apple's video output. When I use inverse characters, they "smear" and are very hard to read. Can I do anything about this?

Cap'n Video

Dear Cap,

There's a small, round potentiometer right behind the Game I/O connector on your Apple II. This "pot" controls the intensity of the video signal produced by the Apple. Reducing this signal and increasing the brightness, or contrast, on your monitor will clean up those inverse characters.

Dear William,

I have a Centronics 702 printer. Whenever I send a Control-I 80 N to set 80 column mode, the printer becomes deselected and must be powered off and back on before it'll work. How can I fix this problem?

Printer Pestered

Dear Pestered,

The Centronics printer interface PROM (P9-00) sends a \$1D to select 80 column mode. On a Centronics 702 or 703, this is part of a VFU command and usually deselects the printer. The fix is to send a re-select code. Since the deselect puts the printer in busy mode, the re-select will have to be POKEd to the interface:

POKE -16256 16*SLOT,17

I'd say that should fix it.



**William Tell
C/O Linda Lyon
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Cupertino, CA 95014**

Rental Apples, a Service to Yourself and Your Customer

Computer rentals are gaining more and more acceptance among authorized Apple dealers and users. Customers love the idea—it allows them to try out a computer before being locked into the financial investment of purchasing. And many dealers have found that the vast majority of rentals lead to sales.

There are two sides to the coin, though, and any Apple dealer considering a rental program should look at all the factors.

For example, although rental programs are an excellent way to utilize machines that might otherwise sit idle, these programs don't always bring in a lot of money—at least, not directly.

Frank Jacobs of Computer Town, a Salem, New Hampshire dealership, devised a rental program that puts the Apple III personal computer systems he uses for classes to work for his dealership. When classes aren't in session, he rents the systems for use at his store.

Frank says the rental fees themselves haven't generated much profit, but there's a side benefit: good publicity about the program has substantially increased his customer flow. Now he plans to expand his rental program to include Apple II systems as well.

A similar rental system was implemented by The Logical Choice, a dealership in Pikesville, Maryland. For five dollars an hour, a person can use one of the nine Apple II computers in the learning center there.

"Our rental program allows beginners to get over the initial fear of computers, because they can come in and use a system with nobody watching for mistakes," says Dusta Ebersberger of Logical Choice.

Dusta says those taking advantage of her rental program range "from consultants to homebodies." The program has done a lot to raise computer awareness in the community, but her experience has shown that the greatest number of renters are business people who have a particular task in mind that they want to try on a computer.

Rentals as a Sales Tool

A more direct approach is taken by one east coast Apple dealer, who rents systems *only* as a means to close sales.

If a customer is interested in purchasing an Apple computer but isn't completely sold on it, this dealer offers to

rent the computer to the customer for 30 days. The customer can either purchase the system or return it when the 30 days are up.

If the customer chooses to buy, the dealer simply deducts the rental cost from the retail price, and makes a sale that otherwise might have been lost.

According to this dealer, almost everyone who uses this rental option decides to buy at the end of the 30 days. The trial period takes the pressure off an undecided buyer, enabling the buyer to make a decision based on a month of computer experience.

Billy Ladin of Computer Craft agrees, saying his one-month rentals lead to sales 90 percent of the time. "Renting computers is definitely a worthwhile program for dealers to consider," says the Houston, Texas, dealer.

The Flip Side of the Coin

There are certain issues a dealer must address when considering a rental program, however. As Billy points out, additional accounting and a thorough credit check on potential renters are very important to a successful rental program.

You must also be prepared to back up rentals with the proper service and training—a renter confronted with a technical hurdle is *much* more likely to give up and return the computer to the dealer.

Paul Paquin of Computer Mart in Nashua, New Hampshire, raises other serious considerations about sponsoring a rental program.

Paul points out that dealers who rent computers are liable for repair and maintenance costs that the AppleCare Carry-in Service Plan doesn't cover. Some renters, lacking pride of ownership, tend to abuse rented equipment, meaning more frequent repairs to the rental Apples and less dealer income from rental fees.

An even larger problem can develop if someone rents a system to get a quick, cheap repair. A computer owner with a main board in need of repair can very well rent a computer from you and replace the faulty board with your system's good one. You end up with a bad Apple while the renter gets a repair for only the cost of a rental.

Paquin believes that the safest rental program is one in which the systems

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The Best of Co-op!



A Co-op and Rental Success Story, Rolled Into One

Ralph and Audrey Wagner of Watertown, Massachusetts, found nothing but success in their rental program, and the Apple Co-op Advertising Program made it even better.

Ralph fathered the idea; necessity was the mother. The consulting firm where Ralph worked needed a personal computer, but wasn't in a position to purchase one. Ralph came up with a rental concept, with a rather novel twist: he purchased an Apple personal computer with his own funds and rented it back to the firm for their use. This was the birth of Rent-A-Byte, Inc., a wholly owned subsidiary of Microsource/Financial, Inc., also in Watertown.

Ralph's biggest concern at the beginning of this venture was financing; Rent-A-Byte required a substantial investment and solid backing. Forming the corpora-

tion was also difficult, because the idea of renting a computer was still new back in 1979, when Rent-A-Byte was formed. Nobody knew what it would take to get the program up and running.

"If I had it to do over again, I'd make sure my own bank understood the concept of renting computers better than they did at the beginning," Ralph says. "This business takes a very large initial investment, but it's well worth it."

Audrey agrees. "Many potential users aren't financially—or mentally—set to buy a computer. But they don't mind the small investment involved in renting one."

Ralph and Audrey see renting as a powerful incentive to try new technology. "The idea is very successful and popular with all our customers—we have as many as 120 units out at a time," Ralph says.

Preparing the used systems for resale is easy for them. "Apples just don't wear out! All that my service people have to do is clean them up, rebox them, and make sure the box is marked as a used rental. The resale price of the rental varies, depending on the age of the unit, the amount of use it's had, the current price, and things of that sort," says Ralph.

Do the Wagners find an extraordinary amount of problems operating a rental service? "Our only 'problem' right now is that the rental customers keep buying the systems they rent!" they laugh.

"Rent-A-Byte has really sold a lot of systems for us—about 50 percent of our rentals end up being purchased by the customer within 90 days."

DON'T BUY A COMPUTER... USE OURS!

Rent-A-Byte, The Microcomputer Rental Company

Discuss your requirements with us. Whether you need one computer or a whole basket of Apples we're the people to talk to. We've rented to authors, accountants and attorneys, bankers, brokers and small businesses. Colleges, camps and consulting firms have found their first computers with us. It's economical and makes good sense. If the system is for your business, the entire rental may be deductible.



Incidentally, if you rent a computer, we'll provide you with a number of options for converting your rental payments to purchase.

Rent-A-Byte

A division of
Microsource/Financial, Inc.
23 Elm Street, Watertown, MA 02172
617-924-5500

apple computer
authorized dealer

Ralph and Audrey have run print advertisements for Rent-A-Byte in several different publications, including the *Boston Computer Magazine*, the *Boston Business Journal*, and the business section of the *Boston Globe*. The ad shown has been running since last October, and it has brought in a good response.

Of course, Rent-A-Byte receives 75 percent co-op reimbursement for print advertising because it meets the requirements of the program, such as product illustration and authorized dealer logo.

"Renting has also served as an advertising and promotion aid, since Rent-A-Byte helped familiarize the public with its parent company. The returns have been great.

"And co-op advertising? That makes it all even better," Ralph says. 🍏

Patti Rodriguez

Rental Apples

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remain on the dealership premises—with the understanding that salespeople are not tutors.

If Renting Is for You

Despite these considerations, the fact remains that computer rentals generate sales and increase revenues through rental fees. As Frank Jacobs of Computer Town puts it: "The renter benefits from the exposure to computers, and the dealer benefits from more sales."

If you're thinking about sponsoring a rental program through your store, there are a few vital steps you should take.

First, have an appropriate rental agreement drawn up that protects you legally. A good agreement should cover all the specific details regarding which party is liable for what.

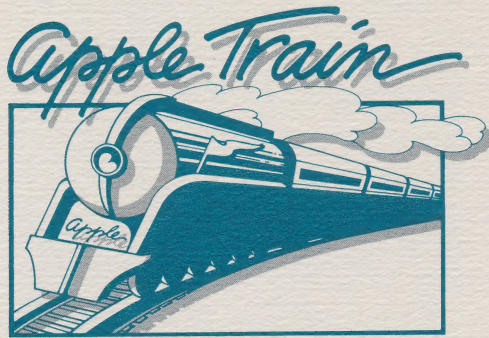
Second, establish a small pool of computer systems. If a renter is interested in purchasing an Apple after the 30 days are up, you can sell that renter a new system and return the rental system to your pool for another 30 days' usage.

And third, if you opt for a rental program that'll allow renters to take the systems off of your premises, discuss it with your Apple sales rep before you begin,

just to make sure you've covered all your bases.

To generate sales through renting, you and your salespeople must be prepared to provide a bit of hand-holding. If you're prepared to do this, and prepared to support a rental from beginning to end, then renting computers is one terrific way to introduce your world to the Apple—and to increase your sales. 🍏

Linda A. Merril



Clinch That Sale with a Proposal

How many times have you heard it?

"I'm sorry, but our comptroller is unavailable to see you. One of our executive administrative associates will be glad to take out time..."

It's one of the facts of life when you are dealing with a major account sale. "Important" people sometimes have the troubling tendency to forget that a professional sales rep *can* factually and efficiently present a solution, so you end up pitching someone who doesn't have buying or decision-making power.

Which is an ideal time to use the Power of the Proposal.

A proposal is an organizing tool for your sales prospect, a step-by-step plan that assures success when you use it as an integral part of your total marketing effort. If you haven't done a good selling job, not even the best proposal will sell for you. However, the combination of a good sell *and* a good proposal can be a sure clincher.

Besides allowing you to "tell your story" the way you want it told, a proposal can let you tell it better. Your proposal can reiterate parts of your pitch that went over well with your initial prospect, or play down anything that didn't. Power-person or not, the average person doesn't remember 75 percent of what is said in a conversation or meeting.

A good proposal can also enhance the image of the person to whom it's addressed. With careful analysis, a proposal represents a detailed solution to a recognized problem. Because the recipient shares in offering this solution to his or her company, it's good for both of you.

Finally, a proposal is a firm statement of both your dealership's and Apple's combined capabilities, and the advantages that your prospect would enjoy by deciding in favor of Apple equipment, service, and support from your dealership.

Introducing Your Proposal

A good proposal should always be accompanied by a cover letter, no more than a page and a half of carefully chosen words. The letter's first paragraph should tell what the proposal is about and why you're presenting it. For example:

"This proposal recommends the installation and use of 35 Apple personal computer systems by the Jane Doe Company. It is presented in response to Bill Overdue's request for a plan to reduce the amount of management time spent planning and forecasting for the finance department of the peripherals division."

Steps you took to understand your customer's problem should be covered in the next few paragraphs, followed by the major benefits your prospect would receive from your store and Apple equipment. Then detail how your store and Apple equipment is most qualified to deliver those benefits.

End your letter by urging action, saying thanks, and inviting the reader of the letter to read on to the proposal. You might use words to this effect:

"If you can give approval to this plan within two weeks, we can assure installation by your target date of March 16, 1983. Thank you for your consideration of these recommendations. Your attention is directed to the following pages for a complete description and price schedule."

The Proposal Itself

Everything in your proposal should support the ways in which your customer would benefit from using Apple equipment purchased from your store. Since it's a formal statement of items you've already discussed with your prospect, tailor it to reflect areas of your prospect's prime interest.

Arrange your material in a logical sequence so the reader can stop at any point after the cover letter and have the whole story, or as much of the story as he or she wants. Here's the order we suggest:

- summary
- advantages
- system description
- implementation
- services
- price schedule
- appendix
- exhibits

Since you've confined the major selling thrust to your cover letter, the first section of your proposal is in the form of a *summary*. Write to sell, but assume your reader is president of the company and has only five minutes to read and deliberate on this decision.

The second section of your proposal spells out the *advantages* and benefits that will make your prospect want to do business with your store and Apple. Be concise and be thorough—even if your prospect is already aware of some of the advantages you mention, it's always pleasing to have a viewpoint confirmed. And don't forget a complete analysis of the prospect's return on investment.

In the *system description* section of your proposal, discuss your prospect's problem and detail the ways Apple equipment will solve it. Describe the system you're recommending and use flow charts, timing charts, or whatever is appropriate, but remember—simplicity is a virtue. People tend to follow plans they understand. If a complex explanation is needed to prove a particular capability, consider covering it in your appendix.

Your *implementation* section will show, step-by-step, how the Apple equipment will be installed and successfully utilized. The first step here, naturally, is for your prospect to sign the purchase order. Date the other steps in terms of days after this step is to be taken.

The *services* portion of your proposal encompasses anything you offer in addition to, or to enhance, the Apple products: warranty, software, maintenance, training, and the service itself.

If any one of these is critical to the acceptance of your proposal (such as in-service training to an educational sale), separate it out and include as much detail as you have to.

Don't forget to make all the service benefits clear to the prospect—to say you offer service is not enough. Your prospect must see that the service you offer saves loss from downtime, assuring maximum usable hours on the equipment.

In the *price schedule* section of your proposal, use every means to assist your prospect in understanding what you're offering and how much it costs. Include an equipment list with purchase prices, leasing prices, discounts (if applicable), freight charges, and insurance, along with information on billing policies and payment methods. And don't forget contract and purchase agreements, if they're appropriate.

Into your *appendix* goes any information that's complicated, doesn't necessarily help sell, is possibly argumentative,

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Who's Who on the Dealer Advisory Council: Meet Ron Miller

Ron Miller opened Compushop in 1978, after years in the data processing business. Since then, Ron's Compushop has grown into a four-location enterprise, with stores ranging in size from 2,000 to 3,200 square feet, along the golden crescent of Atlanta, Georgia.

Compushop's payroll currently carries a total of thirty-five employees, and more are needed. Ron himself handles sales, education, and custom software, while his brother, Craig, runs the service center, warehouse, and administrative offices housed at one of the locations. Ron also has a training center at one of his stores, where customers

can learn VisiCalc®, Basic, Introduction to Microcomputers, and other programs under the guidance of Jim Burdett, Compushop's director of education.

A recently added favorite, The Family Class, allows three family members to share an Apple under Jim's guidance, to learn how it can help in education, entertainment, and record-keeping. Customers are entitled to free enrollment in this three-hour Saturday session when they purchase an Apple system, or they can apply the \$25 Family Class fee toward the purchase of an Apple after completing the session.

Is training profitable for Compushop? Ron says it is. "The classroom generates about \$4,000 a month. Not a lot, but it buys a couple of bowls of grits," he allows.



Compushop President Ron Miller is the bearded fellow in the center, and flanking him left to right are Jim Burdett, Class Instructor; Jyne Foss, Comptroller; Steven Seale, Office Manager; Keith Sharp, District Sales Manager; and Vice President Craig Miller.

Ron says Compushop added IBM and Osborne to their inventory in 1982, but Apple remains their bread and butter. Sales on the Apple III are picking up steadily, and Apple II sales are going great. "Like Henry's Model T, that Apple II just keeps on a-goin'," he laughs.

Bob Gundeck, the Apple rep who calls on Compushop, says the key to the dealership's success is the old "three p's" rule: people, planning, and promotion. "They have them all," he says. "Ron and Craig think things through; they don't rush into anything and they're organized and professional. They send all their people to Apple training sessions. They're careful to keep consistency in

layout from one store to another. And they still conduct business by that old retail adage: 'the customer is always right.'"

Ron gives customers two service options at Compushop. "They can just drop off their system at the store where they bought it," explains Ron, "or they can bring it to our service center on a carry-in basis, and we'll repair it right on the spot—and buy them a cup of coffee to boot."

Ron sees 1983 as a year for caution. "There're going to be many new systems on the market, so I see it as a time to be wary and choose carefully, and stay with the companies you know. At least, that's our plan at Compushop."

And the planning at Compushop seems to be working well.

Linda Lyon



Clinch That Sale

(continued from page 6)

or is long and dull, BUT still has to be included for support.

And finally, your *exhibits* section can include data sheets on major equipment items, or examples of your documentation and training manuals.

Presentation

Always deliver your proposal to your prospect in person, with as many copies as requested. Find out who's getting the other copies so you can contact them within three days for further discussion.

Whenever possible, arrange a formal presentation to all parties interested. The formal presentation should be at least one hour long; it shouldn't exceed two hours unless the prospect specifically requests details requiring more time.

If a formal presentation isn't possible, go over every page of the proposal with

the recipient, getting a confirmation that your proposal is reflective of prior discussions. Find out what portions are most desirable, and whether or not the proposal will be recommended for acceptance.

If you should lose the order? Be prepared to go through the loop again and find out why. Prospects are usually willing to furnish this information to any sincere bidder, and it's valuable information for future sales efforts.

This article is only meant as a guideline—it's not the only way to write a proposal. Add or delete sections as your needs dictate, and never be afraid to consult with your prospect or contacts about what they want to see in your proposal. In most instances, your prospect *wants* a good proposal that can help influence others involved, and will be eager to suggest items that will be favorably received.

You'll do well to master the art of the proposal. It's a sales tool that could pro-

vide a strong link to the sale—the trigger to start the action you wish your customer to take. 

Applesource

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Apples in Education



Detroit Schools Make Historic 500-Apple Purchase

The children of Detroit's 280 public schools are learning to read this year with the help of 500 new Apple personal computers.

The Apple II Plus computers are being used initially to manage and score reading programs at all primary levels, kindergarten through eighth grade. School officials chose the Apple II because it can communicate with their mainframe computer, according to Paul Agosta, educational sales manager at Computer Mart in Troy, Michigan.

Paul helped Detroit make the big decision, with the assistance of Deac Manross, one of Apple's regional education specialists, who works out of Apple Computer's Cincinnati sales office.

The school system's purchase, valued at \$450,000, is the largest educational sale in Apple Computer, Inc.'s history. It was also instrumental in convincing the State of Michigan that a state-wide purchase agreement between Apple and the State of Michigan would be timely.

The agreement allows the state to purchase computers in volume from Apple and receive installation and training from participating authorized dealers located in each school district.

Michigan is the twelfth state to participate in Apple's State Buy program.

For more information about participating in this program, contact your Apple Regional Sales Office of the Education Marketing Group in Cupertino. 🍏

Apple's the Tax Break

(continued from page 1)

An Apple and either type of program would save your customers time and money. If they prepare their taxes themselves (or would like to), an Apple system would mean less time wasted rummaging through bulging files, and more time to analyze better ways of obtaining tax breaks. If they've been paying to have their taxes prepared, an Apple and tax software could mean not having to pay that accountant every year—or a tax attorney for an audit.

But there are even more reasons for your customers to buy tax packages. What if they knew they could get Uncle Sam to pay for more than *half* of the Apple personal computer they purchase? Or that their *entire* Apple system purchase, including the software, is tax deductible?

The benefits of owning an Apple are readily obvious to any intelligent shopper—all you have to do is start the educational ball rolling. Two of the most effective ways to do this are advertising and seminars.

To make it easy for you, the co-op advertising department has ad slicks aimed at "tax-time" consumers. Some dealers produce their own ads for the season, such as San Francisco's Computer Connection store, which ran a great one headed "Let Your Tax Savings Help Pay for Your New Computer System."

Apple's co-op slogan gets right down to the heart of the matter: "When It Comes to Taxes, Don't Learn Your Lesson the Hard Way." And it's available for your easy usage.

You can also improve customer awareness with a hands-on Apple tax preparation seminar. Just as hands-on seminars sell computers, tax-oriented seminars sell computers *and* software.

And don't hesitate to use these seminars as profit-making ventures—your customers will be perfectly willing to pay a little now to save a lot later.

No one "likes" the tax season. So get the most out of your advertising and merchandising by developing a tax-time Apple promotion. Once you get those customers into your store, you can itemize the many benefits of owning an Apple... before April 15 and after. It's a *brilliant* deduction.

Let your Tax Savings Help pay for your new Computer System

Use an Apple Computer to figure your taxes... Use the tax laws to let Uncle Sam pay for over half your new computer.

 **apple computer**
Authorized Dealer



Computer Connection

THE COMPUTER STORE FOR EVERYONE
(Even if You Know Nothing about Computers)

214 California St., near Battery S.F.
Open Mon.-Sat. 10-5:30; (415) 781-0200

Software for Taxes

Here's a listing of just some of the programs to soften your customer's tax season, along with addresses and phone numbers for further information.

PREPARATION SOFTWARE

E-Z Tax

2444 Moorpark
San Jose, CA 95128
(408) 264-1040
(800) 331-1040

Tax Preparer

Howard Software Services
6713 Vista Del Mar
La Jolla, CA 92037
(714) 454-5079

PLANNING SOFTWARE

Professional Tax Planner

Aardvark Software, Inc.
783 North Water Street
Milwaukee, WI 53202
(414) 289-9988

Mini-miser

StarSoft
4084 El Camino, Suite 125
Los Altos, CA 94022
(415) 965-8000

Income Tax Recorder

Eighth Dimension Software
P.O. Box 62366
Sunnyvale, CA 94088 🍏